

Message Text

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21

ACTION EB-11

INFO OCT-01 EA-11 ISO-00 TAR-02 CAB-09 CIAE-00 COME-00

DODE-00 DOTE-00 INR-10 NSAE-00 RSC-01 FAA-00 TRSE-00

SS-20 NSC-07 DRC-01 /073 W
----- 055843

R 070120Z MAY 74

FM AMCONSUL HONG KONG

TO SECSTATE WASHDC 636

INFO AMEMBASSY KUALA LUMPUR

AMEMBASSY SINGAPORE

AMEMBASSY TOKYO

UNCLAS HONG KONG 5039

E.O. 11652: N/A

TAGS: BEXP, BFOL, HK

SUBJECT: OIM TARGET INDUSTRY RESEARCH: MARKET FOR AVIONICS AND
AVIATION SUPPORT EQUIPMENT (AASE) IN HONG KONG, JAPAN, MALAYSIA
AND SINGAPORE

REF: A-2719, APRIL 12, 1974

SUMMARY

FIVE FIRMS SOLICITED TENDERED PROPOSALS ON THE SUBJECT RESEARCH.
PROPOSAL COSTS RANGED BETWEEN US\$2,500 SUBMITTED BY BUSINESS
INTERNATIONAL FOR A STUDY ON THE SINGAPORE MARKET TO US\$6,300
SUBMITTED BY PA MANAGEMENT CONSULTANTS FOR A STUDY ON THE JAPAN
MARKET. MOBIUS, AS USUAL SUBMITTED THE OVERALL LOWEST BID WITH
A 20 PERCENT REDUCTION OFFERED FOR THE AWARD OF FOUR STUDIES.
ON BASIS OF LOW COST AND GOOD PROPOSAL WE RECOMMEND ACCEPTANCE
OF ECONOMIST INTELLIGENCE UNIT'S PROPOSAL AND AWARD TO EIU OF
CONTRACT FOR HONG KONG. MOBIUS PROPOSALS FOR JAPAN, MALAYSIA
AND SINGAPORE LOOK VERY GOOD.

1. BID INFORMATION:

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COUNTRY	BIDDER	US\$ AMT.	HK\$ AMT.	INTERVIEWS
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HONG KONG	E.I.U.	3,500	17,990	30 - 40
	MOBIUS	3,600	18,180	35
	P.A.	4,400	22,088	50 - 65
	T.M.R.	4,300	21,844	30
	B.I.	4,200	21,420	20 - 30
JAPAN	MOBIUS	4,200	21,210	50
	P.A.	6,300	31,626	50 - 65
MALAYSIA	E.I.U.	3,500	17,990	30 - 40
	MOBIUS	2,800	14,140	25
	P.A.	4,600	23,092	50 - 65
	T.M.R.	3,500	17,780	14
	B.I.	2,500	12,750	5 - 10
SINGAPORE	E.I.U.	3,500	17,990	30 - 40
	MOBIUS	2,600	13,130	25
	P.A.	4,750	23,845	50 - 65
	T.M.R.	3,000	15,240	20
	B.I.	2,500	12,750	5 - 10

(A) P.A. BID YEN 1,738,800 ON THE JAPAN STUDY, M\$10,718 ON THE MALAYSIA STUDY AND S\$11,258 ON THE SINGAPORE STUDY. THESE WERE CONVERTED FROM THE US\$ FIGURE AT US\$1.00 EQUALS HK\$5.02.

(B) T.M.R. BID M\$8,330 ON THE MALAYSIA STUDY AND S\$7,140 ON THE SINGAPORE STUDY. THESE WERE FROM THE US\$ FIGURE AT US\$1.00 EQUALS HK\$5.08.

2. ADDITIONAL INFORMATION AND KEY:

A). E.I.U. - ECONOMIST INTELLEGENCE UNIT (S.E. ASIA) REPRESENTED BY SURVEY SERVICES (HK) PTE. LTD. PROPOSES TO SURVEY END USERS SALES REPRESENTATIONS AND GOVERNMENT OFFICIALS BUT GIVES NO PERCENTAGE BREAKDOWNS. E.I.U. LISTS FIVE AVIATION INDUSTRY STUDIES PERFORMED IN RECENT YEARS. PROJECT WOULD BE DIRECTED FROM E.I.U.'S LONDON HEADQUARTERS WITH SUPPORT FROM SURVEY SERVICES.

B). MOBIUS OFFERS A 15 PERCENT REDUCTION FOR THE AWARD OF TWO STUDIES, AND 18 PERCENT REDUCTION FOR THE AWARD OF THREE STUDIES AND A 20 PERCENT REDUCTION FOR THE AWARD OF FOUR STUDIES. IN ADDITION TO THE PERSONAL INTERVIEWS LISTED ABOVE, HE OFFERS MAIL AND TELEPHONE INTERVIEWS. INTERVIEWS WOULD BE DISTRIBUTED AS FOLLOWS: AGENTS 15 PERCENT; CIVIL AVIATION AND AIRPORT ADMINISTRATION

OFFICIALS 35 PERCENT; AIRLINE OFFICIALS 20 PERCENT; AIRCRAFT
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SERVICE OFFICIALS 30 PERCENT. MOBIUS LISTS TWO PREVIOUS AVIATION INDUSTRY CLIENTS. DR. MOBIUS WILL PERSONALLY SUPERVISE HIS INTERVIEWERS AND CONDUCT MANY INTERVIEWS HIMSELF. MOBIUS'S CAPABILITIES WELL KNOWN TO THE COMMERCE DEPARTMENT.

C). P.A. - P.A. MANAGEMENT CONSULTANTS LIMITED OFFERS A US\$1,000 REDUCTION FOR THE AWARD OF FOUR STUDIES. PROPOSES A PRELIMINARY TELEPHONE SURVEY OF 30-40 INDUSTRY CONTACTS TO ESTABLISH PARAMETERS, FOLLOWED UP BY 20 - 25 PERSONAL

INTERVIEWS. NO PERCENTAGE BREAKDOWN IS GIVEN. LISTS SEVENTEEN STUDIES PERFORMED IN THE AAS FIELD. P.A. IS A LARGE, U.K. BASED MANAGEMENT CONSULTING AND RESEARCH FIRM WITH SOME 200 PROFESSIONALS IN AUSTRALIA AND A WORLDWIDE STAFF OF 1100 PROFESSIONALS.

D). T.M.R. - TRANS-MARKET RESEARCH, FORMERLY GRANT RESEARCH, OFFERS A 10 PERCENT REDUCTION FOR THE AWARD OF TWO STUDIES AND A 15 PERCENT REDUCTION FOR AWARD OF THREE STUDIES. INTERVIEW BREAKDOWNS AS FOLLOWS:

	GOV'T/ AIRPORT/ MILITARY	AIRLINES/ GOV'T AVIATION	FIXED BASE OPERATORS
HONG KONG	10	10	10
MALAYSIA	4	5	5
SINGAPORE	7	8	5

T.M.R. LISTS NO AAS STUDIES RECENTLY PERFORMED, BUT HAS PERFORMED BROAD VARIETY OF OTHER STUDIES. FIVE PROFESSIONALS WILL BE ASSIGNED TO SUPERVISE AND PERFORM RESEARCH.

E). B.I. - BUSINESS INTERNATIONAL OFFERS 5 PERCENT REDUCTION FOR AWARD OF TWO STUDIES AND 10 PERCENT REDUCTION FOR AWARD OF THREE STUDIES. PROPOSES GREATER PROPORTION OF INTERVIEWS BE WITH END USERS. NO FURTHER BREAKDOWN. HAS NEVER UNDERTAKEN AAS SURVEYS IN PAST. BROAD VARIETY OF STUDIES UNDERTAKEN IN OTHER AREAS. ALL RESEARCH WILL BE SUPERVISED AND PERFORMED BY B.I. PERSONNEL.

3. ON THE BASIS OF HIS LOW BID, AND GOOD PROPOSAL POST RECOMMENDS AWARD OF HONG KONG STUDY TO ECONOMIST INTELLIGENCE UNIT. THIS WOULD HAVE ADDITIONAL BENEFIT OF ALLOYING SUSPISION WE ARE "TIED" TO MOBIUS. SUGGEST, HOWEVER, THAT MOBIUS PROPOSAL IS BY FAR THE BEST ON MALAYSIA AND SINGAPORE AND JAPAN RECEIVED HERE AND THAT IF THIS HOLDS TRUE AREAWIDE, HE BE AWARDED ONE OR MORE OF UNCLASSIFIED

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THESE STUDIES
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